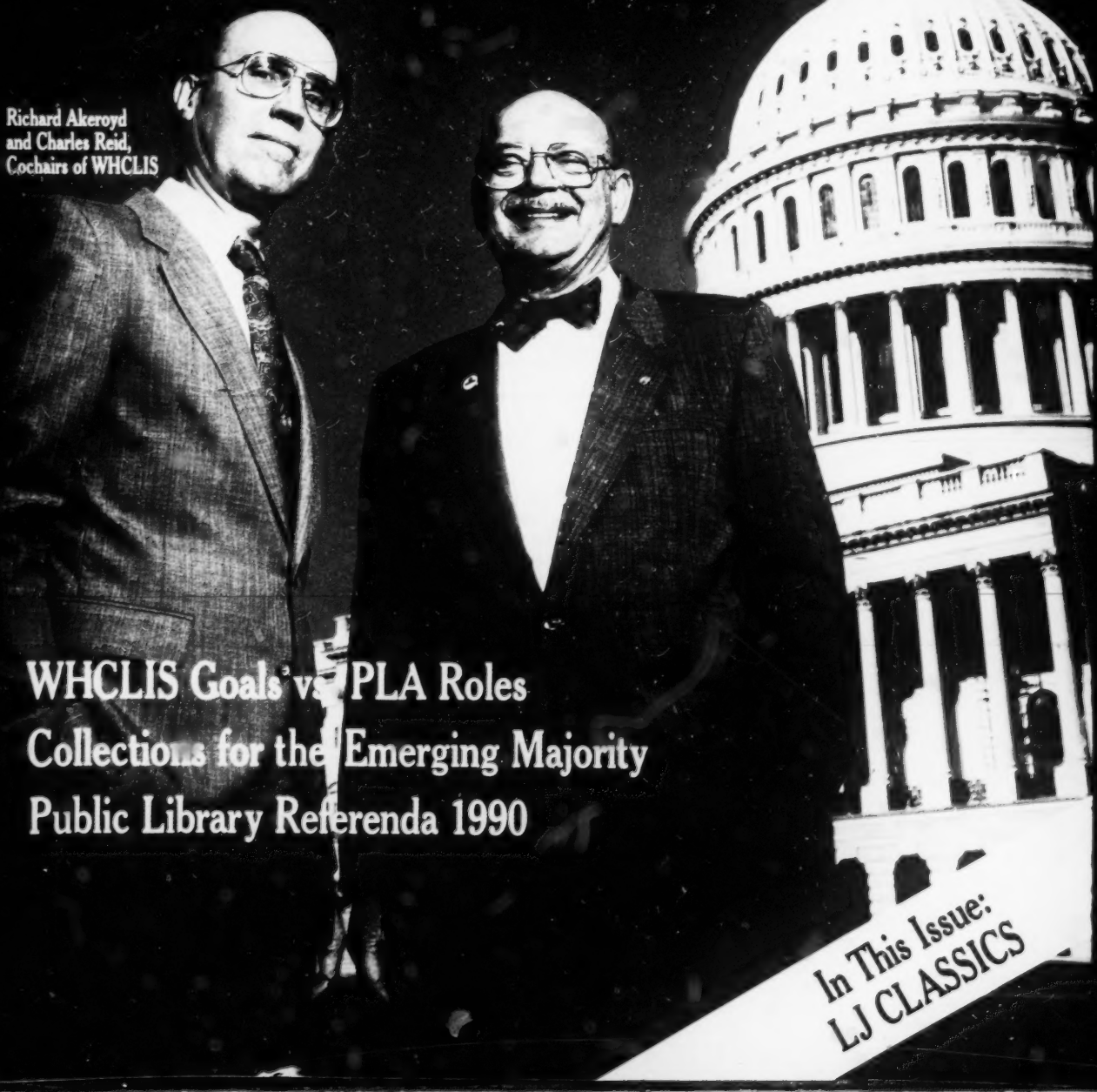
LIBRARY JOURNAL

JUNE 15, 1991

A CAHNERS/R.R. BOWKER PUBLICATION

The Politics of the White House Conference



Richard Akeroyd and Charles Reid, Cochairs of WHCLIS

WHCLIS Goals vs. PLA Roles

Collections for the Emerging Majority

Public Library Referenda 1990

In This Issue: LJ CLASSICS

Educate, Enrich & Entertain
Your Library Patrons

3 OFFERS
YOUR CUSTOMERS CAN'T REFUSE

The Godfather,
The Godfather Part II
$21.55 each
library cost

The Godfather 2-Pack
$43.25 each
library cost

The Godfather: The Complete Epic
$72.95 each
library cost

available on video cassette from
VIDEO TREND

VideoTrend is a full-service supplier of pre-recorded video, with years of experience servicing libraries.

Call or write for your free information packet—we'll include our reference list of librarians at your request

Locations throughout the U.S.

1-800-877-5414

Mary Zack

VOL. 116 No. 11

LIBRARY

☐FEATURES☐

Lurching Toward Washington 32
BY JOHN N. BERRY III Our expectations for the second White House Conference

WHCLIS Goals vs. PLA Roles 37
BY JOAN C. DURRANCE & CATHERINE ALLEN Are new library roles hostile to the conference agenda?

Collections for the Emerging Majority 44
BY KATHARINE SCARBOROUGH California librarians develop services for a changing population

Still a Boom for Bonds?
Public Library Referenda 1990 48
BY RICHARD B. HALL Operating budgets are tightening, yet capital improvements are gaining

LJ Classics ..... after 68
Influential ideas from Jesse Shera, Archibald MacLeish, Herbert Putnam, etc.

☐COLUMNS☐

White Papers 54
BY HERBERT S. WHITE The Variability of the Reference Process

Managing Technology 56
BY SUSAN BAERG EPSTEIN Administrators of Automated Systems: A Survey

☐NEWS☐

Late Bulletins 15
Federal judge rules that libraries can' bar homeless

News 16
ARL libraries fight for their "place" on campus

Automation News 24
UTK spreads wealth of automation know-how

Twelve years after WHCLIS I, WHCLIS II is just a shout away. Conference cochairs Richard Akeroyd (l.) and Charles Reid hope the process is just beginning. We see the monster "Lurching Toward Washington" on page 32.

PHOTOGRAPH BY KATHERINE LAMBERT

June 15, 1991

JOURNAL

REVIEWS

Review Contents 59

Prepub Alert 60
You got a lot in three pages? Wait till you read four

Prepub Best Sellers 67
Phyllis A. Whitney portrays a *Woman Without a Past*

Inside Track 68
Nonfiction by the Column

Reference 70
Everything you need to know about *American Capitols*

Arts & Humanities 73
Nuclear Landscapes: photos of a land laid bare

Social Sciences 84
Geoghegan's for labor: *Which Side Are You On?*

Science & Technology 95
New additions to Fireside's "Practical" science series

Fiction 102
Cutting-edge fiction from Vizenor

Classic Returns 110
P.G. Wodehouse is back . . . twice

Professional Reading 112
Lushington & Kusack on library design

Magazines 114
Midwives offer their views on the birth experience

Video Reviews 116
Up close and personal with Ralph Nader

Video Movies 119
"Great Writers" new on video: Inge, Wilder, and Williams

Audio Reviews 121
Listening to the rise of *The House of Morgan*

Index 126
Book Review, Classic Returns, & Professional Reading

Word of Mouth 136
Librarians select sleepers: a reader's advisory for patrons

DEPARTMENTS

The Publisher's Letter 8
Budgets Are a Point of View

Editorial 10
Leading the Campus to Change

Ready Reference 29
Methods that work for librarians

Literacy Clearinghouse 31
BY NANCY HARVEY DAVIS & PAM FITZGERALD

Index to Advertisers 4
Letters 12
People 28
Calendar 30
Checklist 69
Classified 128

Educate, Enrich & Entertain
Your Library Patrons

MGM/UA is playing your song—with 10 glorious musicals at a collectible low price! Four are NEW RELEASES. Six are PRICE-REDUCED and NEWLY REPACKAGED. An of course all 10 are shining with brilliant stars: Fred Astaire, Ginger Rogers, Judy Garland, Mickey Rooney, Frank Sinatra, Debbie Reynolds, Peter O'Toole and more. So start the year off on the right note—with sales that'll bring music to your ears!

MGM/UA HOME VIDEO

$14.00 each library cost

$19.98 each dealer cost

available on video cassette from

VIDEO TREND

VideoTrend is a full-service supplier of pre-recorded video, with years of experience servicing libraries.

Call or write for your free information packet—we'll include our reference list of librarians at your request

Locations throughout the U.S.

1-800-877-5414

Mary Zack

NEWS

BY JUDY QUINN & MICHAEL ROGERS

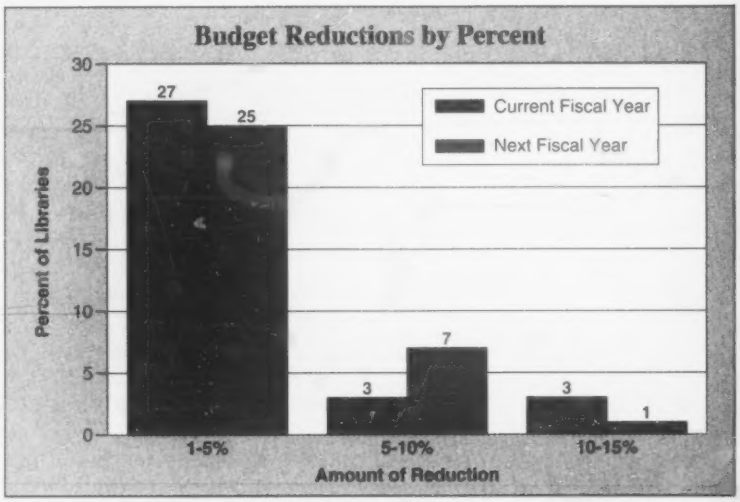
ARL Libraries Fight for Their "Place" on Campus

As budget crises and threats to higher education loom, Association of Research Libraries (ARL) members reshape their services

"Is the Library a Place?" was the theme of the 118th membership meeting of the Association of Research Libraries (May 15–17, Montreal), and while the emphasis was intended to be on library design, the budget crises preying on attendees' minds transformed it to a query about the entire future of their institutions. University of California–Berkeley's Joe Rosenthal spoke for many when he described "a real and growing sense that [the future] will be a different ball game," creating "a dramatic change in the way we offer services."

The meeting began on May 15 with home slides taken by an architect showing a grand tour of the great European libraries, but attendees were more interested in the May 17 presentation of "snapshots" of data from an ARL member budget survey, which SUNY-Buffalo's Barbara von Wahlde described as "capturing a moving target."

Indeed, the budgets of these research libraries seem as volatile as their scholars' chemistry experiments; some directors (like University of Nebraska's Kent Hendrickson) had to leave the ARL meeting to work out final budget details; others were still in budget limbo. SUNY's von Wahlde, for example, received a call on the final morning of the meeting that some monies from an expected five percent cut would be restored.



Most ARL libraries are managing a budget cut of one to five percent for this fiscal year, but next year, more cuts creep into the five to ten percent category

INSIDE LJ NEWS

Major book preservation plans announced 17
University of Florida libraries win $20 million 18
Special Libraries Association election results 3
Independent Research Libraries elect new president 18
Library research nets student $258,000 19
University president donates pay to library 19
Bush picks presidential library site 20
Automation News 24

A chilly forecast

Despite these fluctuations, the ARL/OMS (Office of Management Services) Financial Strategies Quick-Spec Survey Tabulation (as the survey is called), which presenter John Haak, director of libraries at the University of Hawaii, describes as a "temperature reading," forecasts a chilly budget future. Of the 80 ARL member libraries that responded (total membership is 119) to survey questions in April, 52.5 percent said their library was faced with budget restrictions during this fiscal year, with the number jumping to 61.2 percent when asked about the upcoming fiscal year. Haak said the numbers are even more grim since flat-line or no-growth budgets, experienced by many, ultimately spell a loss as well. Others at the meeting noted that many libraries didn't know the full extent of budget cuts by the April survey date.

The amount of cuts is also increasing: of the 33 libraries that detailed their cuts for the current fiscal year, 9.7 percent were facing cuts of over $1 million; 6.5 percent were facing cuts of $600,001–$1 million; 6.5 percent were facing cuts of $400,001–$600,000; 38.7 percent were facing cuts of $200,001–$400,000; 22.6 percent were facing cuts of $100,001–$200,000; and 16.1 percent were facing cuts of $20,000–$100,000.

As for the 24 libraries that detailed their cuts for the next fiscal year: while the percentage of those facing cuts of over $1 million dropped

from 9.7 percent to 4.2 percent, other categories jumped: 37.5 percent are facing cuts of $500,001–$1 million; 37.5 percent are facing cuts of $200,001–$500,000; 16.7 percent were facing cuts of $100,001–$200,000; and 4.2 percent were facing cuts of $20,000–$100,000.

Direct threat of indirect costs

Add to these internal budget problems new scrutiny from the federal government. Pru Adler, ARL's lobbyist, told *LJ* that the recent Congressional hearings on universities' indirect or overhead costs related to federal research grants—with Stanford University's charging of luxury items as overhead much ballyhooed in the press—has cast a bad tinge to higher education as a whole. This is particularly unfortunate timing with the Higher Education Act up for reapproval this summer, Adler noted.

While a much-needed federal itemization of acceptable indirect costs is now forthcoming, over 250 universities—many of them ARL members—are on notice for possible audits related to research grants. Many of these libraries may be forced to justify and perhaps pare down their part of these indirect cost charges. At this meeting, ARL called for members to share how they account for indirect costs, and how—if at all—they receive back indirect cost monies. After pooling this information the ARL office will then prepare a kit for members—under audit or otherwise—to cope with this complicated issue.

Restrictions spell revolution?

Surprisingly, most attendees didn't dwell on complaining about budget cuts so much as how to cope with them. While the ARL survey revealed that staff layoffs and hiring freezes seem to be the most used budget restriction (Haak called the 136 "lost positions," as revealed by the survey, a "conservative figure"), it appears that libraries are starting to rethink the "place" the research library has on a university campus. Some of its "place" may be off-site; while the ARL meeting's main programs focused on library building and architecture, a breakout session on remote storage proved popular as librarians considered putting their inactive materials in cheaper-to-maintain warehouses. Such a move is in part a recognition of limited funds or space to build, renovate, or add to library facilities.

All this spells revolution. "We're reporting the same sorts of shaving activities we've always been engaged in," said Yale's Penny Abell about the ARL survey results. "Is anyone taking bolder steps," she asked the ARL membership, "perhaps taking advantage of this time to press certain initiatives?"

Here were some responses: UC–Berkeley's Rosenthal has limited graduate library access to UC students and reduced one-on-one bibliographic instruction. Syracuse's David Stam responded that some scholars now consider Rosenthal "nasty," but he was also sympathetic about the need for Rosenthal's strictures. Such measures, ARL attendees discussed, could lessen the perhaps unrealistic mandate that libraries provide access, availability, and personal attention to all.

Rosenthal also called for the Library of Congress to conduct major cataloging reform, a comment that drew cheers from attendees. If cataloging was less time-consuming, staff time could be freed up to perform other services, many agreed.

While Haak noted that the survey revealed that "materials budgets are rarely used to finance access rather than purchases," Virginia Polytech's Paul Gherman said he will start investing more in access to serials (document delivery, etc.) to save the spiraling costs of serials subscriptions. SUNY-Buffalo's von Wahlde thought early in her current budget negotiations that she'd have to eliminate reserve services entirely; with new budget fund restorations, she's keeping reserves but discovered she could streamline and eliminate the number of service points, anyway. Brown University's Merrily Taylor asked her department heads for cost-saving measures and found that she "got back a higher level of potential savings than we had to give."

"We should have been thinking this way without the impetus [of budget cuts]," she admitted. □

Major Book Preservation Plans Announced

Johns Hopkins and soon the Library of Congress make commitment to mass deacidification of collections

On May 8, Johns Hopkins University's Milton S. Eisenhower Library in Baltimore became the first university library in the nation to sign a contract with a vendor, in this case Akzo, a Netherlands-based chemical corporation, to begin mass deacidification to preserve books in its library collection. Library officials hope that ultimately 2.1 million books in the collection will undergo this chemical process of treating books with diethyl zinc (DEZ) in a vapor deacidification process developed in the 1970s for the Library of Congress.

"We did a lot of research," Eisenhower Library Director Scott Bennett recently told *Library Hotline*, "and we are now absolutely comfortable with the DEZ process." The contract agreement calls for Johns Hopkins to make monthly shipments to Akzo between June 1, 1991 and May 31, 1992, a commitment totaling $40,000. The library will send approximately 4000 books the first year, representing the foreign-language books published in paperback in Second and Third World countries. These books are printed on highly acidic paper in limited print runs and would, therefore, be the hardest to replace.

Bennett estimates that each book will cost about $9.75 to deacidify, plus another $1 for shipping. Even at nearly $11, deacidification is a more cost-effective preservation method than the standard photocopying or microfilming that costs upwards of $70 per book.

Slow but sure progress at LC

Meanwhile back at the Library of Congress, which originally created

Are new library roles hostile to programs serving development or democracy?

WHCLIS Goals *vs.* PLA Roles

By Joan C. Durrance & Catherine Allen

THE PLANNERS of the 1991 White House Conference on Library and Information Services (WHCLIS) have chosen library and information services for literacy, productivity, and democracy as the themes of the event. The process leading to the conference has already raised public awareness of these new demands upon library and information services and their potential benefits. This article explores how the last decade of public library planning and role setting has or will relate to, and advance or impede, those WHCLIS aims for libraries.

Library planning and roles

The federal government funded a comprehensive examination of literacy services in public libraries, but there is virtually no data on the extent to which public libraries provide services to support economic development or information in support of democracy and self-government.[1]

In 1987 the Public Library Association issued *Planning and Role Setting for Public Libraries* (*PRSPL*), a manual offering a method for developing services based on the needs of a community.[2] It recommends that libraries select the three or four roles that would be most responsive to the needs of the specific community they serve. *PRSPL* identifies eight roles from which public libraries might select:

1. Popular Materials Library;
2. Reference Library;
3. Preschooler's Door to Learning;
4. Community Activities Center;
5. Community Information Center;
6. Formal Education Support Center;
7. Independent Learning Center; and
8. Research Center.

There is little data on the effect that choosing roles has on the public library's ability to respond to community needs.

This article uses data collected by the Public Library Data Service[3] (PLDS) (see sidebar, p. 42) to examine current public library provision of services in literacy, economic development, and government information, the WHCLIS themes. We relate that baseline data to library choices of roles recommended in *PRSPL*, examining closely the time, expertise, and effort needed along with the influence of library role selection on the WHCLIS goals.

Literacy services

Literacy has been a concern of libraries for many years. The ten questions PLA asked public libraries reflect this experience. Nearly nine out of ten libraries indicated that their libraries have literacy materials (see Chart 1). More than eight out of ten provide referral to literacy programs in the area and make space available for literacy activities. At a time when literacy has become a primary concern of the nation, it is not surprising to find that most public libraries pro-

Joan C. Durrance is an Associate Professor, and Catherine Allen, a Research Assistant at the time of writing, is a recent graduate, School of Information and Library Studies, University of Michigan, Ann Arbor

vide literacy materials, referral to other agencies, and make space available for literacy programs.

As activities become more labor-intensive and involve more of a librarian's time, fewer libraries participate. However, nearly seven in ten are engaged in a literacy coalition, which, in all likelihood, involves periodic meetings with other agency staff. Involvement in literacy coalitions is likely to increase. The U.S. Office of Library Programs reports that one of the primary goals of its Library Literacy Project is to "encourage cooperation among literacy providers in a community."[4]

Approximately 68 percent said that they provided tours or orientation to their literacy materials or services. A little more than six in ten publicize literacy programs. Recent innovative publicity campaigns include two from California. The Napa City-County Library used literacy students currently enrolled in its program in its radio public service announcements. The Menlo Park Public Library staff prepared publicity for its literacy program in Spanish, Chinese, Vietnamese, Laotian, Thai, and Farsi.[5]

Only slightly over one third of the public libraries in our study either recruit adult students or tutors or provide computer software designed to teach basic literacy skills. However, libraries that effectively engage in these activities find that their programs grow rapidly. The Toledo-Lucas County Public Library, for example, found that its "Read for Literacy" program that involves adult students and volunteer tutors has grown from 100 to 432 as the result of recruitment activities.[6] The Missoula Public Library, Montana recruited parents into its adult literacy program by holding it at the same time as its children's story hour.[7]

Only six percent of these libraries indicate that they develop and produce original literacy materials. The Chicago Public Library Humboldt Branch has created a manual for recruiting and training a variety of native speakers to work with others who speak the same language to become literate in English.[8]

Literacy gets more effort

In order to measure literacy efforts, we combined the total number of responses to the literacy questions with the responses to the four ques-

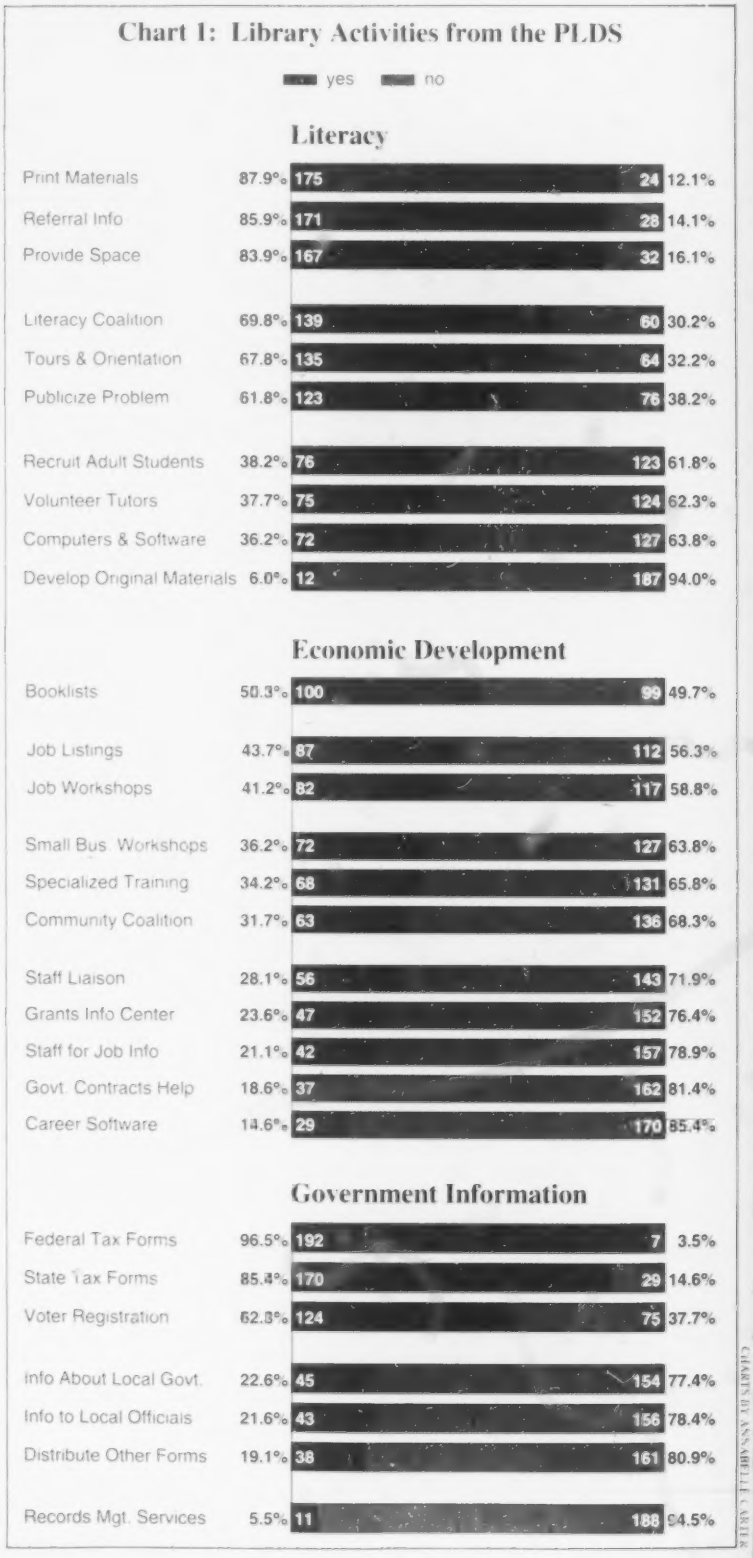


Chart 1: Library Activities from the PLDS
yes
no
Literacy
Print Materials 87.9% 175 24 12.1%
Referral Info 85.9% 171 28 14.1%
Provide Space 83.9% 167 32 16.1%
Literacy Coalition 69.8% 139 60 30.2%
Tours & Orientation 67.8% 135 64 32.2%
Publicize Problem 61.8% 123 76 38.2%
Recruit Adult Students 38.2% 76 123 61.8%
Volunteer Tutors 37.7% 75 124 62.3%
Computers & Software 36.2% 72 127 63.8%
Develop Original Materials 6.0% 12 187 94.0%
Economic Development
Booklists 50.3% 100 99 49.7%
Job Listings 43.7% 87 112 56.3%
Job Workshops 41.2% 82 117 58.8%
Small Bus. Workshops 36.2% 72 127 63.8%
Specialized Training 34.2% 68 131 65.8%
Community Coalition 31.7% 63 136 68.3%
Staff Liaison 28.1% 56 143 71.9%
Grants Info Center 23.6% 47 152 76.4%
Staff for Job Info 21.1% 42 157 78.9%
Govt. Contracts Help 18.6% 37 162 81.4%
Career Software 14.6% 29 170 85.4%
Government Information
Federal Tax Forms 96.5% 192 7 3.5%
State Tax Forms 85.4% 170 29 14.6%
Voter Registration 62.3% 124 75 37.7%
Info About Local Govt. 22.6% 45 154 77.4%
Info to Local Officials 21.6% 43 156 78.4%
Distribute Other Forms 19.1% 38 161 80.9%
Records Mgt. Services 5.5% 11 188 94.5%

CHARTS BY ANNABELLE CAMPBELL

tions that were judged to indicate higher effort: developing original materials, recruiting and training volunteer tutors, recruiting adult literacy students, and participating as an active member of a literacy coalition. Providing more of the high-effort activities was seen as a higher commitment to literacy.

We found that only five percent of the public libraries in this study engaged in all four of the high-effort activities and, therefore, showed the highest commitment to literacy. However, almost 55 percent showed moderate commitment to literacy by engaging in at least two of the high-effort activities or in six to ten activities overall. A low commitment to literacy was seen in libraries that have fewer than six low-effort activities and no high-effort ones. Fully one in four libraries showed a low commitment to literacy using this measure.

Libraries tend to engage in more activities to support literacy than to support either economic development or government information. Likewise, literacy services seem to include more staff-intensive activities. Perhaps this is because literacy has been a concern of libraries for so long.

Services to economic development

Public library services that promote productivity have been interpreted by most professionals as those that foster economic development. This usually means helping business development, maintaining information on grants and government contracts, or providing job and career information services.

According to the survey results, fewer libraries have developed economic development services. While there are several literacy activities that are offered by more than 80 percent of all public libraries, only one economic development activity was provided by more than half (50.3 percent) of the libraries—developing booklists, pathfinders, or newsletters to support small business development. Although providing such lists is a traditional library activity, it does require staff time and effort.

The PLDS economic development data reflect recent growth in the development of job and career information services in public libraries.[9] About 44 percent of these public libraries provide job listings; 41 percent hold job and career workshops (see Chart 1). Over one third provide workshops for small businesses.

Slightly more than one in five public libraries have specialized staff for helping job seekers and career changers. These staff are likely to work in services called, variously, Job and Career Information Centers, Workplace, the COPE Center (Career Opportunities and Planning for Employment). Fifteen percent of these public libraries provide career software that helps library users match their interests, skills, and abilities with the demands of the job world.

The PLDS data show that libraries are beginning to provide access to the training necessary to make these innovative services work. In 1990 about one third of these libraries provided their staff with training needed to carry out these services. Nearly a third indicated that someone on the staff participated in a community economic development coalition.

A few libraries provide other innovative, staff-intensive services that foster community economic development: 28 percent provide a designated staff liaison to local economic development personnel—in small and medium-sized libraries, this is often the director.

Leaders in Canton & Toledo

The Parlin-Ingersoll Library in Canton, Illinois, for example, shows a high commitment to economic development. Staff in that library have become active participants in economic development activities in their community by making the library a primary provider and producer of informational resources.

Library staff there work closely with city officials, the Chamber of Commerce, and the Economic Development Council and have created a promotional folder on the community to attract business and new jobs to the area.[10] One library in four has created a grants information center. Closely allied to the grants center is the more intensive government contract procurement center (19 percent).

The Toledo-Lucas County Public Library, which has developed such a center, regularly announces to its community how many millions of dollars in government contracts have come to Toledo as a result of this library activity.[11]

Staff in the Parlin-Ingersoll Library have become active participants in economic development activities in their community by making the library a primary provider and producer of informational resources

Eight of the 11 economic development activities were judged to require a high commitment of staff and time. In measuring the economic development commitment, all activities received the same weight. Nearly one quarter of the public libraries (22.6 percent) provided six to 11 economic development activities and thus were judged as having a high commitment to economic development services. Most libraries (60 percent) engaged in from one to five economic development activities. Nearly one in five libraries indicated that they engaged in no economic development activities at all.

Information for democracy

PLDS's questions reflect that in reality there is a lack of definition of the kinds of government information services that might be offered by public libraries. However, these questions do serve as indicators of the level of public library activity at this time. Like the economic development questions, these provide the first opportunity to look at the provision of government information by local public libraries nationwide.

By and large, public library services designed to foster participatory democracy are not well reflected in the current data. Perhaps the PLDS democracy questions are poorly posed. These questions have identified some activities that for the most

part have been initiated by government agencies and that require no expertise and little commitment on the part of librarians, e.g., distribution of tax forms and voter registration.

Interestingly, it is these passive activities that are present in most libraries. The analysis shows that nearly all (96.5 percent) distribute federal income tax forms, and most distribute state tax forms. Well over half register voters.

Chart 1 also clearly shows that models of active library involvement in providing government information services at this time are isolated. Fewer than one quarter of these public libraries provide information services to local government officials or information to the public about their local government. However, models do exist.

Municipal Reference Libraries, products of the progressive movement, have served some communities (mostly larger ones) since the turn of the century.[12] Some public libraries have increased their activities in this area during the 1980s.

Pasadena, Detroit, & Pittsburgh

As the result of a strategic planning process in the early 1980s, Pasadena Public Library changed its name to the Pasadena Information Services Library. It selected as one of its priority activities serving as a focal point for the provision of information about the community and, in addition, establishing the library as "the information and research arm of city staff and government."[13]

In the mid-1980s, building on its highly successful TIP Service, the Detroit Public Library, through a collaborative project with several other agencies, developed the Neighborhood Resource Center Project that aims to provide technical assistance to citizen groups seeking to improve their communities.[14]

Pittsburgh's Carnegie Library in collaboration with other groups developed NeighborLINE in the late 1980s. NeighborLINE is designed to help Pittsburgh's citizens and neighborhood organizations become more effective participants in community problem solving and decision making. It provides neighborhood leaders and organizations with information about funding sources and strategies, data on housing occupancy and vacancy, business patterns, and economic data and other statistics from local and national databases and other resources.[15]

Just five percent of the 199 public libraries provide records management services to local government. The Urbana Public Library has engaged in extensive activities in this area for some years. Librarians work with city departments as documents are generated by the departments. Thus the public library creates bibliographic access to a document at the time it is issued. The library has published a manual to guide libraries in setting up such processes.[16]

> While providing tax forms/registering voters are valuable activities, they require no special professional expertise. There is clearly a gap in commitment to providing government information for government officials and the public

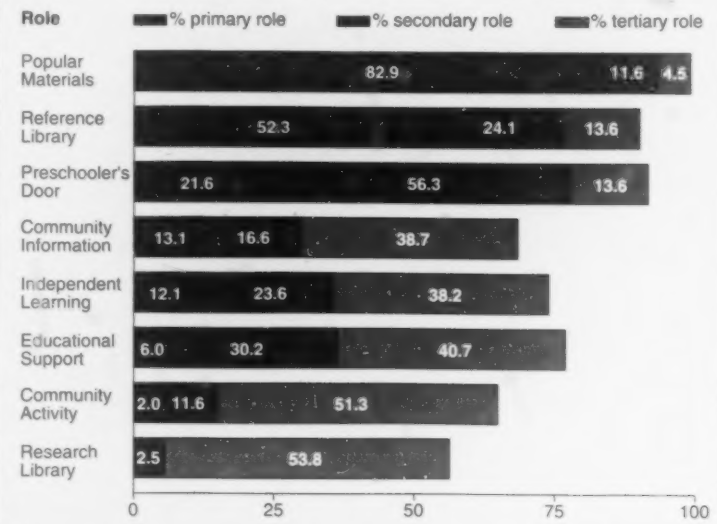
For democracy, in principle

In the area of government information, we considered that of the seven questions, only three required extensive staff time and effort—information services to local government officials, information about local government to the public, and records management services. The government information commitment variable is based on provision of these three services. Only four libraries (two percent) provided all three; 17 percent showed moderate commitment by providing from four to seven services and at least one of the high-effort activities.

Fully two-thirds of the libraries provided no more than the three government-initiated services of distributing tax forms and registering voters. While these are valuable activities, they require no special professional expertise. There is clearly a gap in commitment to providing government information for government officials and the public.

Democracy, librarians assert, depends on the informed participation of citizens and officials; libraries should play a crucial role in providing the information needed. The American Library Association Statement on Professional Ethics envi-

Chart 2: Public Library Role Choices in Rank Order



sions a lofty role for librarians in a democracy.

> In a political system grounded in an informed citizenry, librarians are members of a profession expressly committed to . . . the freedom of access to information. We have a special obligation to ensure the free flow of information and ideas to present and future generations.[17]

The data show that while librarians espouse this principle, they engage in few activities that increase access to local government information.

Role selection and service

Role selection is a key part of PLA's current planning process. The PLDS *Statistical Report '90* shows that a mere three years after the publication of the manual, almost one third (199) of the 603 libraries that voluntarily sent in statistics to PLA have selected roles. This is an indicator of a fairly rapid adoption of this innovation.[18]

However, until now there has not been a great deal of discussion of the effect of role selection. The PLDS raw data provide the opportunity to examine the roles that public libraries selected and compare them with the types of literacy, economic development, and democracy activities in which these same libraries were engaged.

The 1990 PLDS questionnaire followed the recommendations of *PRSPL* and asked library managers to designate primary and secondary roles. They were asked to:

> Mark each of your primary roles (but no more than two) with a "1" and each of your secondary roles (but no more than two) with a "2". Mark all other roles with a "3."[19]

Chart 2 shows the role preferences of public libraries in 1990. It also shows that most libraries were unwilling to limit themselves to two to four roles as recommended. With the addition of the roles marked "3" (marked "tertiary roles" in Chart 2), more than half of the libraries picked all eight.

The dominant roles

Three roles are dominant: popular materials library, preschooler's door to learning, and reference library. Nearly 83 percent of public libraries have chosen the popular materials library as a primary role; 95 percent have selected it either as a primary or secondary role. Slightly more than half (52.3 percent) selected reference library as a primary role; (76.4 percent either as primary or secondary). A little over one in five libraries chose the preschooler's door to learning as a primary role and half chose it as a secondary role. Overall, more than two-thirds of the libraries chose it as a priority role.

Public library planners were far less likely to choose the other five roles as primary role choices. Perhaps this is because the popular material library, the reference library, and the preschooler's door to learning (viewed as the children's library?) are those that feel most comfortable. These three roles have been carried out by public libraries for the better part of the century.

This study shows that role choice influences the types of community-based activities in which public libraries engage. Moreover, it shows some roles are far less conducive to engaging in literacy, economic development, or democracy activities than others.

Literacy services and role selection

Libraries that seek to serve independent learners and those that put a priority on reference service showed a higher level of commitment to literacy activities. Nearly six out of ten libraries that selected the independent learning center role and approximately half of those choosing the reference library role provided the types of literacy services that required more effort, time, and staff commitment.

The few libraries that did not select the popular materials library as a primary or secondary role showed a higher level of commitment to literacy than other libraries. Most of the libraries not choosing the popular materials library role showed a high commitment to literacy, compared to only 40 percent of the libraries for which it was a primary role and a quarter of those that chose it as a secondary role.

Development and role selection

There was little association in these libraries between role preference and greater commitment to economic development services. No role seems to predispose a library to greater commitment to economic development, that is, providing six to ten economic development activities.

A higher number of economic development services was provided by those libraries that did not choose the popular materials role; however, only five percent of the libraries that chose roles failed to make this one a priority.

A number of libraries that chose the following roles had no economic development activity at all. The numbers in parentheses indicate the percentages of the libraries that chose these roles as priorities and at the same time checked no economic development activities.

Preschooler's Door to Learning (30 percent no ED activities);
Independent Learning (25 percent);
Popular Materials (19 percent);
Educational Support (17 percent).

No commitment to government

The PLDS survey clearly shows that most public libraries lack a commitment to providing access to government information. There seems to be little connection to the roles chosen except in a negative way.

Most libraries (66.8 percent) show a low commitment to government information service. They provide only tax forms and voter registration. Libraries choosing educational support, independent learning,

Revisions of the public library planning manual and process should address explicitly how to incorporate activities that foster democracy and economic development into the role-setting process

The Public Library Data Service

THE PUBLIC LIBRARY Association's Public Library Data Service (PLDS) annually collects information on role selection, output measures, and resource use. Data in this article were from its *Statistical Report '90* (Public Library Assn./American Library Assn., 1990).

PLDS provides much more data about public libraries than has ever been made available. However, its present checklist format (yes-no answers) with no data analysis limits its use to comparing one library with another. In spite of this limitation, the fact that data have been collected from over 600 libraries of all sizes across the nation makes this a rich and useful source.

In this feature nearly a third of the 603 public libraries included in the PLDS *Statistical Report '90* are analyzed. They are the 199 libraries that had selected roles from those recommended.

Each year the PLDS also includes questions on special topics. Prompted by the themes chosen for the 1991 White House Conference, in 1990 PLDS collected data on activities supporting literacy, productivity, and democracy, the three themes of the conference.

The analysis of the responses to the special PLDS White House Conference questions and the roles chosen by these libraries provide the basis for this discussion of public library services for literacy, economic development, and government information in this feature.

The PLDS White House Conference questions include some that require little effort or expertise on the part of the librarian (such as whether the library distributes tax forms) and others that reflect a library's commitment to an activity (such as whether the library recruits and trains literacy volunteers). The tables in this article show the responses to all the PLDS questions. To study the differing levels of effort implicit in these questions, we created a set of variables that combine the answers to the questions that require greater staff time and effort.

PLDS literacy questions

In 1990 PLDS asked if libraries provided the following services in support of literacy:

- Provide literacy print materials for adult new readers, ESL learners, or tutors.
- Provide microcomputer(s) and microcomputer software to teach basic literacy skills.
- Develop/produce original literacy materials such as books, microcomputer software, or audiocassettes.
- Recruit and train literacy volunteer tutors for a library-based instructional program.
- Recruit adult students for a library-based literacy tutoring program.
- Have space that is regularly used for literacy tutoring, adult basic education classes, or tutor training programs.
- Maintain information about literacy providers in the area in order to refer requests for literacy services or information.
- Provide library tours or orientation for literacy students, tutors, or instructors.
- Participate as an active member in a literacy coalition.
- Publicize the problem of illiteracy through public hearings, informational programs, library displays, etc.

PLDS development questions

In 1990 PLDS asked if libraries provided the following services related to economic development:

- Provide workshops in the library or at other sites that foster and support small business development/entrepreneurship.
- Create and distribute booklists, pathfinders, or newsletters that support small business development/entrepreneurship.
- Provide staff with specialized training to support information services for small business development/entrepreneurship.
- Have a designated staff liaison to local economic development personnel.
- Operate a grants information center in the library.
- Provide information and/or assistance in procuring government contracts.
- Participate in community coalitions to further local economic development.
- Provide job and career information through workshops in the library or at other sites.
- Have staff with specialized training to provide job and career information.
- Provide interactive computerized career guidance software for public use.
- Provide job listings and/or a job listing database.

PLDS democracy questions

In 1990 PLDS asked libraries if they offered the following services to provide access to government information:

- Have specialized staff to provide information services to local government officials.
- Have specialized staff to provide information about local government to the public.
- Distribute federal income tax forms.
- Distribute state income tax forms.
- Provide records management services to local government.
- Regularly distribute any specific information for local government such as school registration forms, dog license application forms, etc.
- Provide opportunities for citizens to register to vote.

and popular materials were least likely to show a high commitment to providing government information.

As has been seen with data on the other two areas (literacy and economic development), those libraries that do not choose the popular materials library or the preschooler's door to learning roles showed slightly more commitment to providing government information.

Tradition and tokenism

PLA's new planning and role-setting process allows for the development of services that reflect the needs of a library's community. It has been fairly widely adopted. In less than four years, one-third of the libraries in the PLDS sample have chosen roles.

Developers of PLA's planning process saw the need to focus the efforts of public libraries and thus identified eight roles that are possible for a public library to play in its community. They cautioned public librarians that attempting all eight would spread public library services too thin. During this first round of planning, librarians chose the three most traditional roles for their greatest effort. Community-centered roles were chosen by only a few libraries as primary roles, by more as a secondary effort, but were most likely to be chosen in the category that the PLA planners warned against, the least effort (or spread thin) category.

We found by looking at the PLDS data that the public libraries that have undertaken the planning process do engage in a wide range of activities that promote literacy, economic development, and democracy in a community. However, those activities that public libraries are most likely to provide require less effort and staff expertise.

The PLDS data indicate that many libraries are making only token efforts in these areas. However, a few libraries are developing strong, high-commitment models of service in each of these areas.

Up to now there has been little study of the impact of role selection on service development. This examination of the PLDS data shows that role selection does, indeed, have an impact on public library activity. Two roles, the reference library and the independent learning center, are more likely to foster literacy activities. None of the eight roles are directly related to either economic development or democracy, although these concerns are implied in the community information center role.

Several roles appear to be hostile to the development of services to support literacy, economic development, or democracy. The popular materials library, in particular, is associated in many libraries with low support of all three of these community-centered activities.

Revisions of the public library planning manual and process should address explicitly how to incorporate activities that foster democracy and economic development into the role-setting process.

The 1990 PLDS data reflect the first round of role selection. Current roles are those that predominated well before the development of the planning process. Roles, however, are not set in stone. It is not uncommon for a new approach to initially reflect older patterns. The planning process is cyclical and, in all likelihood, many libraries that undertook the process in 1987 are beginning the process again in 1991.

Librarians should take this opportunity to look at how effectively they have used the planning and role-setting process in their own communities. Similarly, the opportunity that the White House Conference offers to public librarians to examine the extent to which their libraries provide community-centered services that foster literacy, economic development, and democracy should not be lost.

Several roles appear to be hostile to the development of services to support literacy, economic development, or democracy. The popular materials library is associated with low support of these community-centered activities

References

1. Zweizig, Douglas L. & others. *Libraries and Literacy Education: Comprehensive Survey Report*. GPO, 1988.
2. McClure, Charles R. & others. *Planning and Role Setting for Public Libraries*. American Library Assn., 1987.
3. Public Library Data Service. *Statistical Report '90*. Public Library Assn./American Library Assn., 1990.
4. United States Department of Education. *Library Literacy Program: Analysis of Funded Projects, 1989*. U.S. Dept. of Education, 1990, p. 11.
5. *Ibid.*, p. 13.
6. Lora, Patricia, "Libraries and Literacy in America 1985–2000," *Public Libraries*, Nov./Dec. 1990, p. 357.
7. *Library Literacy*, p. 6.
8. *Ibid.*, p. 8.
9. Durrance, Joan C., "Services Designed To Reach Adults in Transition," *Public Libraries*, Mar./Apr., 1991.
10. Wilson, W. Randall, "Partners in Economic Development," *LJ*, Mar. 15, 1986, p. 32–34.
11. Scoles, Clyde, Director, Toledo-Lucas County Public Library, conversation with author, Nov. 7, 1990.
12. Durrance, Joan C., "Spanning the Local Information Gap," *RQ*, Fall 1985, p. 101–109.
13. "Essential to an Informed Citizenry: The Pasadena Community and Its Information Needs; A Program for Pasadena Public Library Services," Pasadena Public Library, 1983, p. 8.
14. Maas, Norman, Coordinator, TIP Service, Detroit Public Library, interview with author, Jul. 15, 1990.
15. Welborne, James, Assistant Director, Carnegie Library of Pittsburgh, conversation with author, Aug. 21, 1990.
16. Schlipf, Frederick A. & Jeanne Owen Brown, "The Urbana Municipal Documents Project: A Cooperative Approach to Municipal Documents Control," *LJ*, Mar. 1, 1985, p. 51–56.
17. *ALA Handbook of Organization, 1990-91*. American Library Assn., 1990, p. 260.
18. Pungitore, Verna L. & others. *A Study of the Development and Diffusion of the Public Library Association's Planning and Evaluation Manuals*. Final report. School of Library & Information Science, Univ. of Indiana, Bloomington, 1989.
19. Public Library Data Service, p. 74.

PUBLIC LIBRARY REFERENDA 1990

While operating budgets are tightening, libraries are still making gains on capital improvement issues

Still a Boom for Bonds?

By Richard B. Hall

EIGHTY PERCENT of the referenda for public library capital campaigns reported in 1990 passed, according to the results of *LJ*'s fourth annual survey of public libraries sponsoring referenda for capital improvement. The 80 percent success rate is slightly above that of the combined data collected from 1987 to 1990 (156 out of 199 have passed and only 43 have failed, for a success rate of 78 percent). The long-term data continue to show that the chances of success for library capital campaigns are almost four to one!

For data to be included in this year's report, the referenda must have been held between July 1, 1989 and June 30, 1990. A total of 49 local referenda were reported during this time period, with 39 passing and only ten failing. Table 1 shows all of the referenda reported, listed by state and municipality.

The bill for new libraries

This year the level of funds voters were asked to approve dropped dramatically from the year before: just under $183 million of referenda were attempted compared to $395 million (including $75 million of public library construction funds approved in a California statewide referendum) last year. The average for the last four years has been approximately $240 million per year, and only 1988, at $138 million, was lower than this year. Given the limited amount of data, it is impossible to tell at this time if this downturn is part of an economic trend or simply a one-year anomaly.

> Eighty percent of the referenda for public library capital campaigns reported in 1990 passed

Of the $183 million attempted, $133 million (73 percent) was approved and almost $50 million (27 percent) was turned down by the voters. The 73 percent approval rate of funds is an improvement over last year, but slightly below the four-year combined data approval rate of 76 percent. It is encouraging to note that over three-quarters of all funds sought have been approved by the public.

The measure of success

When the percentages of votes for and against all of the 1990 referenda are averaged, the national success rate is 65 percent, which is slightly above the four-year combined data rate of 64 percent. This enviable rate for public library capital campaigns is just short of a two-thirds approval rate. This fact is significant when it is understood that a two-thirds majority is required in some states, e.g., California, Idaho, and others. It is surprising, even in these states, that public library capital referenda do as well as they do.

Winning isn't everything

Further, it should be noted that frequently when a library referendum fails, it does so by a very small margin. In four of the ten campaigns that failed this year, the loss was by no more than one percentage point. A detailed account of one of these campaigns in Farmington Hills, Michigan is described in this article (see sidebar by Beverly Papai on p. 50–51). This case history demonstrates that while losing a referendum is disappointing, there is nothing to be ashamed of—regardless of the outcome—if the campaign has been well organized and well run.

Richard B. Hall is Library Construction Bond Act Manager, California State Library

Table 1: Referenda for Public Library Buildings 1990

Community	Library	Vote For	Vote Against	Amount of Referendum	General Special	Other Ballot Items
ALABAMA						
Birmingham	Birmingham PL	73 %	27 %	$3,000,000	G	Y
CALIFORNIA						
Davis	Davis Branch Lib.	78	22	4,100,000	G	Y
Menlo Park	Menlo Park Lib.	83	17	5,000,000	G	N
Salinas	Monterey Cty. Free Lib.	51	49	7,558,000	G	Y
GEORGIA						
Valdosta	Valdosta–Lowndes Cty. PL	88	12	500,000	S	Y
IDAHO						
Twin Falls	Twin Falls PL	71	29	1,965,000	S	N
ILLINOIS						
Barrington	Barrington PL Dist.	60	40	5,325,000	G	Y
Coal City	Coal City PL Dist.	61	39	1,850,000	G	N
Eldorado	Eldorado Memorial PL Dist.	54	46	550,000	G	N
Lacon	Lacon PL Dist.	80	20	68,151	G	N
Midlothian	Midlothian PL	78	22	1,700,000	G	N
Palatine	Palatine PL	52	48	15,500,000	G	N
Westmont	Westmont PL	59	41	3,900,000	G	N
IOWA						
Anonymous	Anonymous	68	32	350,000	S	N
Newton	Newton PL	52	48	1,500,000	S	N
MASSACHUSETTS						
*Anonymous	Anonymous	38	62	2,600,000	S	Y
*Anonymous	Anonymous	49	51	102,000	G	Y
Marblehead	Abbot PL	92	8	340,000	S	Y
Rockland	Rockland Memorial Lib.	100	0	771,943	S	N
MICHIGAN						
*Farmington Hills	Farmington Community Lib.	49	51	14,500,000	G	N
*Flushing	Flushing Lib.	49	51	800,000	S	Y
Wixom	Wixom PL	51	49	1,500,000	S	Y
NEW HAMPSHIRE						
Derry	Derry PL	71	29	2,345,000	S	N
*Grantham	Dunbar Free Lib.	49	51	275,000	G	Y
New London	Tracy Memorial Lib.	80	20	1,285,300	G	Y
*Rye	Rye PL	30	70	315,000	G	Y
Swanzey Ctr.	Mt. Caesar Union Lib.	100	0	55,000	G	N
Temple	Mansfield PL	72	28	258,000	G	N
Webster	Webster Free PL	90	10	85,000	G	Y
OHIO						
Columbiana	Columbiana PL	63	37	500,000	G	N
Fairborn	Fairborn PL	56	44	1,750,000	G	N
Port Clinton	Port Clinton PL	70	30	1,200,000	G	N
OREGON						
*Bend	Deschutes Cty. Lib.	47	53	8,448,000	G	Y
Corvallis	Corvallis–Benton Cty. PL	69	31	6,850,000	G	N
Florence	Suislaw PL Dist.	70	30	1,150,000	S	N
PENNSYLVANIA						
Huntingdon Valley	Huntingdon Valley Lib.	70	30	1,785,000	S	N
TEXAS						
Angleton	Brazoria Cty. Lib. Sys.	79	21	1,020,000	S	Y
*Conroe	Montgomery Cty. Lib.	46	54	17,650,000	G	Y
Coppell	William T. Cozby PL	64	36	2,600,000	S	Y
DeSoto	DeSoto PL	64	36	2,754,000	S	Y
Duncanville	Duncanville PL	67	33	500,000	S	Y
Pasadena	Pasadena PL	65	35	1,200,000	S	Y
Richmond	Ft. Bend Cty. Lib.	69	31	10,900,000	G	N
Weatherford	Weatherford PL	57	43	600,000	S	Y
VIRGINIA						
Fairfax	Fairfax Cty. PL	62	26	39,100,000	G	Y
*Fredericksburg	Central Rappahannock Lib.	45	55	3,000,000	S	Y
WASHINGTON						
*Auburn	Auburn PL	56	44	2,000,000	G	Y
Enumclaw	Enumclaw PL	63	37	1,250,000	G	N
Port Hadlock	Jefferson Cty. Rural Lib. Dist.	73	27	400,000	S	N
TOTALS		**65 %**	**35 %**	**$182,755,394**	**G59%/ S41%**	**Y51%/ N49%**

* Referenda that failed

General vs. special elections

In 1990, 59 percent of the referenda were held during general elections, which is slightly below the four-year combined percentage of 63 percent. In comparing the success rates of referenda held during special elections and those held during general elections, it appears that special elections still have an edge overall. This year 85 percent of the referenda held during special elections passed compared to 76 percent of those held during general elections. This is comparable to the combined four-year success rate of 84 percent for special elections and 75 percent for general elections. Of the ten referenda that failed in 1990, 70 percent of them were held during general elections. Also for the 43 unsuccessful referenda over the four-year data collection period, 72 percent of these were held during general elections.

Timing is everything

While special elections appear to have an advantage over general elections for library capital campaigns, the time of the year the election is

A library for 80,000 residents needed to expand for 125,000 by the year 2010

Palatine Public Library District Bond Referendum

By Jean Peterson

THE PALATINE Public Library District, an independent taxing body located in a suburb 30 miles northwest of Chicago, serves a population of 80,000 from a central library and one branch facility. The existing library opened in 1975 and was designed to serve a population of 40,000. Annexations and rapid growth have already doubled that estimate while projections call for a population of 125,000 by the year 2010.

The library has been remodeled twice in the past 15 years in an effort to use all available space as efficiently as possible. After a major remodeling in 1984–85, the Board of Trustees adopted a long-range plan calling for a space study and development of plans for expansion. A community survey was conducted in 1987 that indicated a solid base of support for a tax increase to expand the main library.

The Board of Trustees met in November 1989 to answer the question: "Could a $15.5 million bond referendum be passed for the purpose of building a new main library for the Palatine Public Library District?" The board unanimously adopted the referendum ordinance and stated, "we will do it right, because we only want to do it once!"

While a demonstrated need for additional space had been shown,

there were several roadblocks in the way: a strong antitax climate existed in the northwest suburban area of Chicago; property in the library district was due for the first reassessment in five years and rumors of tax increases averaging over 50 percent were rampant; a citizens' group (People Affecting Life in the Suburbs—PALS) had been formed and had vowed to defeat any tax referenda.

The campaign

The campaign kicked off officially in January 1990, with the theme "Check It Out—The Palatine Public Library." Fundraising letters were mailed to organizations, businesses, and known library supporters in early January.

Letters were sent to all organizations and groups that met in the library, asking for a few minutes at the beginning of their February or March meetings to discuss the referendum and the need for a new library. All local PTAs, civic and community organizations, homeowners' associations, and other identifiable groups were contacted by letter (with a telephone follow-up) to request the opportunity to speak before their group.

On February 1, a newsletter was mailed to all library district residents (35,000 households) containing factual information about the proposed new library. A "Check It Out" brochure was mailed in mid-February to a list of over 13,000 households identified as having registered voters and probable library supporters. Postage paid "Vote Yes" cards were attached to the brochure and individuals receiving the material were urged to fill out the card and mail it back.

The architects prepared a study model of the new building that was displayed at the library. Committee members and trustees "worked the crowd" at library programs and on evenings and weekends at the library. The following events were sponsored: a staff kick-off pizza party; community open houses, where residents could talk to members of the board and to the architects; a breakfast for local realtors; and costumed actors at library events to pass out literature.

Voter registration campaigns were conducted at the library on weekends by the League of Women Voters. A letter-to-the-editor campaign urging local citizens to write supportive letters to local newspa-

Jean Peterson is Special Projects Coordinator, Palatine Public Library District, Illinois

Table 2: Referenda Pass/Fail Ratio by Season

Season	1990 Data		1987–90 Data	
	Pass	Fail	Pass	Fail
Spring	71%	29%	66%	34%
Summer	80	20	86	14
Fall	84	16	87	13
Winter	100	0	94	6

held also seems to have significance to the probability of success when the data for the last four years are analyzed. Table 2 shows the percentage of referenda that passed or failed during the four seasons. For the combined data, summer, fall, and winter all have, on average, a success rate of close to 90 percent. The only significant variation is for the spring, which drops significantly to only 66 percent. The 1990 data alone do not show such a drastic difference, but even for this one year, spring has the lowest success rate. It is worthwhile to continue to monitor the seasonal success rate. If the trend continues as it has since 1987, library boards will want to exercise caution before proceeding with a referendum in the spring.

How do referenda compete?

With respect to competition from other capital improvement items on the ballot, in 1990, 96 percent of the referenda without competition passed and only 64 percent of those with competition passed. However, the difference is not so drastic for the four-year combined data; 74 percent passed with competition and 84 percent passed without competition. Again, this trend may be significant and bears monitoring in future years.

Table 3: Library Referenda by Authorizing Agency

Agency	1990 Data	1987–1990 Combined Data
Municipality	35%	42%
New England town	22	20
County	12	15
School district	4	11
Library district	18	8
Township	2	1
City/County	2	1
Parish	0	1
Village	2	.5
Special Authorities	2	.5

Table 3 shows the allocation of the referenda by the authorizing agency. For the combined data, municipalities lead with 42 percent. When combined with New England towns, the figure increases to 62 percent. Counties and school and library districts account for another 34 percent, with the remaining four percent spread out over various other authorities. Bond issues continue to be the most popular method of financing public library buildings. Over 80 percent of the referenda for 1990 and the combined years of 1987–1990 resulted in the issuance of bonds. As in the past, almost all of the bonds were general obligation (G.O.) bonds.

The relative importance of various campaign methods and reasons why campaigns passed or failed have not changed significantly over the last two years (see "The Votes Are In: Public Library Referenda, 1989," *LJ*, June 15, 1990, p. 42–46).

pers resulted in several published letters a week from a variety of individuals and groups. Editorial meetings were held with the reporting and editorial staffs of the local daily and weekly papers, both of which endorsed a "yes" vote for the referendum.

The Friends of the Library sponsored its semiannual book sale in late February and all attending were given a plastic bag for their purchases that promoted a "yes" vote for the March 20 referendum. Yard signs promoting a "yes" vote were placed in over 200 highly visible locations the week prior to the referendum. A member of the board arranged for a phone bank location with 50 telephone lines to be used during the final five days of the campaign. Over a hundred volunteers made phone calls to individuals who had indicated a probable "yes" vote. All those called were given the name and location of their voting precinct and were asked if they had questions. Trustees and other appropriate individuals were available to answer questions or discuss issues. More than 5000 phone calls were made.

The opposition forces were equally busy during this time, circulating flyers, posting "vote no" signs, and constantly being quoted by the press. They emphasized the tax increase, accused the library trustees of using incorrect numbers, called the proposed structure a "Taj Mahal," elicited support from senior citizens, promoted their cause at local shopping centers, and were extremely visible in the community.

The final days arrived with both sides walking precincts, distributing information, and talking to the press. Election day dawned with heavy turnouts of senior citizens at the polls, accusations of electioneering, and last-minute follow-up done by supporters of both sides of the issue. The totals seesawed back and forth throughout the evening and the election was too close to call until the final precinct came in—and the final totals were read to the cheers of library supporters: 4,437 yes to 4,056 no!

The aftermath

Our evaluation indicates that the need for additional space, the library's reputation for quality service, and the hard work and dedication of the board, the staff, the Friends, and the Citizens Committee paid off. The campaign was well planned, well organized, and kept on schedule. We were fortunate to have the expertise and talents of a number of individuals who provided guidance and leadership. Our building consultant, financial consultant, and architects were extremely supportive and provided us with the tools needed to present a proposal to the community that was not only acceptable, but worth the money! The margin of victory, even though small, was accomplished in spite of economic constraints, an antitax climate, a well-organized opposition, and timing that was certainly not ideal.

Who really won? The residents of the library district, who will soon have a new 95,000 square foot, two-story facility complete with underground parking, a state-of-the-art audiovisual department, a special area for blind and physically handicapped patrons, public meeting rooms, three separate story rooms for children's activities, space to double the collection and provide seating for over 400 people, access from two major highways and the community bike trail, and a building that will serve the community well into the 21st century.

BUSINESS OPPORTUNITIES

Out-of-Print

INTERNATIONAL CONGRESSES ARE one of our specialties. Foreign books and periodicals current and out-of-print. Albert J. Phiebig Inc., Box 352. White Plains, NY 10602-0352. (914) 948-0138. FAX (914) 948-0784.

PROMPT, FREE SEARCH for exclusive wants. Reasonable prices. International Bookfinders, Inc. Box 1-LJ, Pacific Palisades, CA 90272. (Est. 1950).

FREE SEARCH FOR OP BOOKS. Reasonable prices. Write: Peninsula Booksearch. Box 1305B, Burlingame, CA 94011.

Special Notices

Attention
Library Professionals

Need Information?

BISAC offers The
Information Hotline for Librarians

(212) 929-1393

for information on:

- ISBN
- Bar Code
- SAN
- Electronic Ordering

For Sale

FOR SALE: Seventeen ROM COM-terminals from information design, Inc., model no. 254. In good working condition. Price negotiable. Contact Linda Mullins, **Rowan Public Library**, Salisbury, NC. 704-638-3000, before June 30, 1991.

PEOPLE COUNTERS, for info: 1-800-441 BOOK (2665). Library director designed and markets accurate electronic device that will count the people that enter your library. $229. Laser Electronics. Over 3,000 sold.

USED LIBRARY SHELVING. 90", Double-faced, cantilever, Exc. cond., $135.00 per section. Jim Stitzinger (805) 259-2011.

Magazines

NATIONAL GEOGRAPHICS (1888-1989) Reasonable. Price guide $10 ppd. **D. Smith,** 3930 Rankin, Lou., KY 40214.

Microforms

NEW YORK TIMES on Microfilm. 1851 to 1987 complete, with index and cabinets. **Jim Stitzinger,** 805-259-2011.

Services

CAUGHT IN CATALOGING QUAGMIRE? Is cataloging your library collection a pain in the neck, or costing an arm and a leg? Now you can enjoy easy access to your collection with complete, cost-effective, and quality cataloging services from Associated Catalog Librarians. Small libraries especially benefit from our service. For relief and free information write: **ACL/c,** POB 29573, Richmond, VA 23229; 804-346-5629.

RELOCATION SPECIALISTS, complete service or equipment rental, specialized book cart method, shifting, vacuuming, spec planning and shelving work. Diversified or shelf-to-shelf moves. Reasonable cost, years of experience. Call or write for free estimate anywhere in the U.S.A. **American Library Consultants Corp.,** 60 Crossways East, Bohemia, NY 11716. (516) 563-4300.

Wanted to Buy

WANTED: PRE '40 MAGAZINES. Architecture, Am. Architecture, Arch. Record, Town & Country, Illustrated American. Contact: **Bob King,** W(518) 471-3264 H(315) 891-3416.

NEWSPAPERS: Paying top prices for runs of newspapers. Harpers Weekly, Scientific American etc, particularyly 18th & 19th century titles. Timothy Hughes, Box 3636, Williamsport, PA, 17701.(717) 326-1045.

WANTED BY DEALER: Pre-1960 magazines - Life, Time, Vogue. 100's of titles. Harper's Weekly, Newspapers, postcards, popular culture. Gerry Aboud, 836 E. Kathy, Stayton, OR 97383. (503) 769-7505.

LIBERAL ARTS BOOKS AND PERIODICALS for new college library. Books for Libraries Inc. Jim Stitzinger. 23800 Via Irana, Valencia, CA 91355 (805) 259-2011.

FAX: (212) 463-6890
(212) 463-6631

PIGGYBACK RATES AVAILABLE
for combinations of Library Journal / School Library Journal / Library Hotline. Please call classified today for inch and line advertising rates.

PHONE: (212) 463-6774
Rifka Modiano
(212) 463-6783

LIBRARY JOURNAL (ISSN 0363-0277) RPUSA 123397457 is published by Bowker Magazine Group, Cahners Magazine Division, Terrence M. McDermott, President; Frank Sibley, Executive Vice-President; Jerry D. Neth, Vice President/Publishing Operations; J. J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production & Manufacturing. Bowker Magazine Group is also an affiliate of R. R. Bowker Co., Gordon Graham, Chairman of the Board; Ira Siegel, President. Saul Goldweitz, Chairman; Ronald G. Segel, President/CEO; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice President. Direct editorial and advertising correspondence to 249 West 17th Street, New York, NY 10011. Telephone: 212-463-6819. **Subscription inquiries and changes of address should be directed to Library Journal, PO. Box 1977, Marion, OH 43305-1977. Telephone: 1-800-842-1669 (in continental U.S. only). In Alaska, Hawaii, Canada and all other countries, telephone: 614-382-3322.** Issued 21 times a year, twice a month, February through June, September and November, three times a month in October and monthly in January, July, August, and December. Second class postage paid at New York, N.Y., and additional mailing offices. Cahners Publishing Company, A Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction, Research, Technology, Electronics, Computing, Printing, Publishing, Health Care, Foodservice, Packaging, Environmental Engineering, Manufacturing, Entertainment, Home Furnishings, and Interior Design. ☐ Specialized Consumer Magazines for Child Care, Boating and Wedding Planning.
LIBRARY JOURNAL® is a registered trademark of Reed Properties Inc., used under license. LIBRARY JOURNAL is indexed in *Educational Index, Library Literature, Library & Information Science Abstracts,* and *Magazine Index.* SUBSCRIPTIONS: USA: 1 year $74, 2 years, $126; 3 years, $178. Canada: 1 year $89, 2 years $168, 3 years $238. All other countries (air delivery): 1 year $130, 2 years $221, 3 years $312. (Remit in US funds only.) POSTMASTER: Please send address changes to *Library Journal,* P.O. Box 1977, Marion, OH 43305-1977

Editorial Offices: Library Journal, 249 W. 17th St., New York, NY 10011; 212-463-68.; FAX 212-463-6734 or 212-463-6890.
Sales Offices: Library Journal, 249 W. 17th St., New York, NY 10011. Diane Carey, 212-463-6808; Nancy Iori, 212-463-6795; Karen Massimino, 212-463-6798; Lorena Parrish, 212-463-6799.
Midwest: Cahners Publishing, 1350 E. Touhy Ave., Des Plaines, IL 60018-3358. Ron Sha.. 70.-390-2927.
West: Library Journal, 33163 Ocean Bright, Dana Point, CA 92629. Nancy Helmbold, 714-248-0960; FAX 714-248-1382.

Library Journal reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all contents (including text, representation, and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products, which appear in *Library Journal,* are subject to all laws and regulations and are void where so prohibited.